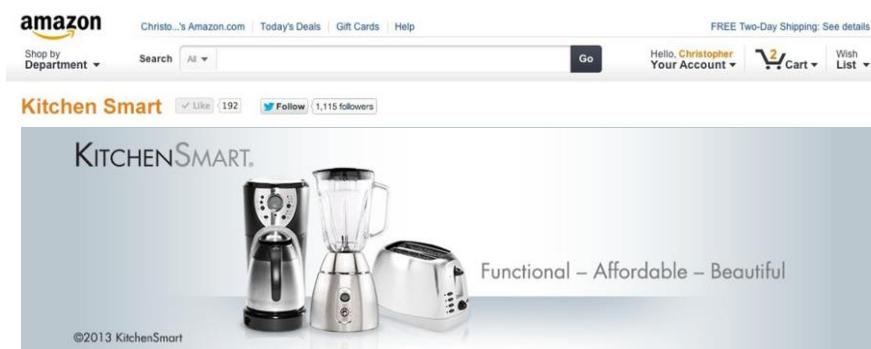


Amazon Marketing Services Creative Standards Checklist

AMAZON PAGES - HERO WIDGET



Great advertising creative drives marketing performance.

Engaging customers with effective creative shapes the perception of your brand and delivers business results. By aligning your advertising creative with the expectations of customers, your efforts in building your Amazon Page have the power to deliver meaningful experiences to anyone who visits it.

The following characteristics should serve as guidelines for creating hero images that connect with Amazon customers:

- 1 Clear
- 2 Professional
- 3 Respectful
- 4 Trustworthy

It is recommended that you use a professional image creation tool such as Adobe Photoshop to create your hero image. Follow the checklist for each characteristic. Tally your checkmarks and use the following scale to measure how strong your hero is, overall:
(1-9) Weak (10-14) Average (15-19) Strong.

Amazon Pages, Sponsored Search and eCommerce Ads are stored and served by us at your request and under your sole responsibility. We are only acting as a hosting provider for the storage and display of these advertisement functionalities and, as a consequence, we have no editorial power over the content of the advertisement functionalities nor any general duty of monitoring the content of Amazon Pages, Sponsored Search and eCommerce Ads.

BAR	HOW WE DEFINE EACH CREATIVE STANDARD	CHECKLIST
Clear	<p>Creative should be clear, uncluttered and understandable to the customer. It should persuade customers to consider the product or service that is being presented.</p> <p>If a product is being featured within the creative, the product should be mostly uncropped and clear as to what the customer is looking at. If the “product hero” is being used, the white box should not be obscuring any important visual elements.</p>	<p>Is your creative :</p> <p>Clear? <input type="radio"/> Earnest? <input type="radio"/> Identifiable? <input type="radio"/> Uncluttered? <input type="radio"/> Persuasive? <input type="radio"/></p> <p>Total _____</p> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not be processed.</p>
	<p>✓ WILL BE PROCESSED</p>  <ul style="list-style-type: none"> 1 Eye-catching 2 Easy to understand 3 Products fit within the frame 	<p>✗ WILL NOT BE PROCESSED</p>  <ul style="list-style-type: none"> 1 Products are cropped too close 2 Visually unappealing 3 Overuse of graphic devices

BAR	HOW WE DEFINE EACH CREATIVE STANDARD	CHECKLIST
Professional	<p>Creative should be representative of your brand. It shouldn't be an afterthought.</p> <p>High-resolution imagery, properly formatted copy and creative best practices should be standard. Keep messaging short and use a minimum number of typefaces. Get it copyedited.</p>	<p>Is your creative :</p> <p>High resolution? <input type="radio"/> Useful? <input type="radio"/> Representative? <input type="radio"/> Concise? <input type="radio"/> Copyedited? <input type="radio"/></p> <p>Total </p> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not be processed.</p>
	<p>✓ WILL BE PROCESSED</p>  <p>① Representative of the brand ② Crisp images ③ Minimal text</p>	<p>✗ WILL NOT BE PROCESSED</p>  <p>① Unrelated imagery ② Low-resolution images ③ Too much text, too many typefaces ④ Watermarked image</p>
Respectful	<p>Creative should demonstrate a profound consideration for our customers by being respectful, appreciative and tasteful.</p> <p>Copy that is all-caps can be perceived as "shouting" and should be avoided. When absolutely necessary (eg mandatory brand guidelines), all-caps copy should be used sparingly and at a considerate size. Respectful advertising is not loud or overbearing.</p> <p>Avoid content that is violent, threatening, suggestive, provocative or not appropriate for a general audience.</p>	<p>Is your creative :</p> <p>Appropriate? <input type="radio"/> Tasteful? <input type="radio"/> Considerate? <input type="radio"/> Helpful? <input type="radio"/> Copyedited? <input type="radio"/></p> <p>Total </p> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not be processed.</p>
	<p>✓ WILL BE PROCESSED</p>  <p>① Image is classy ② Content is tasteful ③ All-caps copy is on-brand and considerate</p>	<p>✗ WILL NOT BE PROCESSED</p>  <p>① Image is provocative ② Content is too "in your face" ③ All-caps copy throughout ad feels like shouting</p>

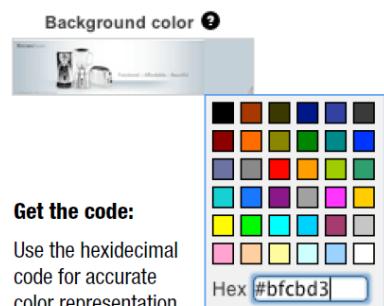
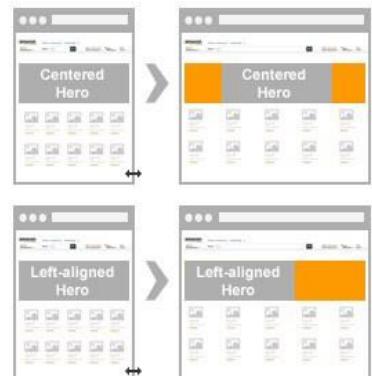
BAR	HOW WE DEFINE EACH CREATIVE STANDARD	CHECKLIST
Trustworthy	<p>Creative should earn customers' trust by providing clear, thoughtful and transparent messaging.</p> <p>Trustworthy creative is sincere. It is not misleading, sneaky, or inaccurate. Visuals feel authentic and do not look like typical stock imagery.</p> <p>Avoid promotional messaging or pricing information due to the fluctuating nature of in-stock prices. Creative cannot include Amazon-branded elements such as buttons, star ratings or logos.</p>	<p>Is your creative :</p> <p>Clear? <input type="radio"/> Straightforward? <input type="radio"/> Reliable? <input type="radio"/> Sincere? <input type="radio"/> Truthful? <input type="radio"/></p> <p>Total —</p> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not be processed.</p>
	<p>✓ WILL BE PROCESSED</p>  <ul style="list-style-type: none"> ① Message is truthful ② Photo feels sincere ③ Tone is honest 	<p>✗ WILL NOT BE PROCESSED</p>  <ul style="list-style-type: none"> ① Message is misleading ② Use of Amazon-branded elements is not allowed ③ Promotional messaging not allowed

Blend in to the layout

Creative should blend in to the expandable sleeves on either side of your hero image.

When the browser viewport is extended beyond 980 pixels, a solid colour frames your hero image on the left and right sides, depending on if your image is centered or left-aligned. This colour should either blend in to your hero image with a smooth gradient, or exactly match the colour of your solid background.

Use a tool such as Adobe Photoshop's eyedropper to get the precise hexidecimal code for your background colour.



Mind the Overlap

Creative should never be obscured by overlapping elements, such as the white product box in the Product hero.

Keep all important elements such as logos, text and product images clear of any overlapping elements. You can preview how these elements will overlap your creative within the Hero Widget editor tool.



✓ WILL BE PROCESSED



- ① Hero image frames the product box
- ② Important text is visible and clear

✗ WILL NOT BE PROCESSED



- ① Important text is obscured by the product box
- ② Hero image design does not account for product box

Consider the mobile experience

Creative should be compelling and clear no matter what device you view it with.

Hero images appear smaller on mobile devices. For this reason, you must consider legibility of elements such as type and important visual detail.

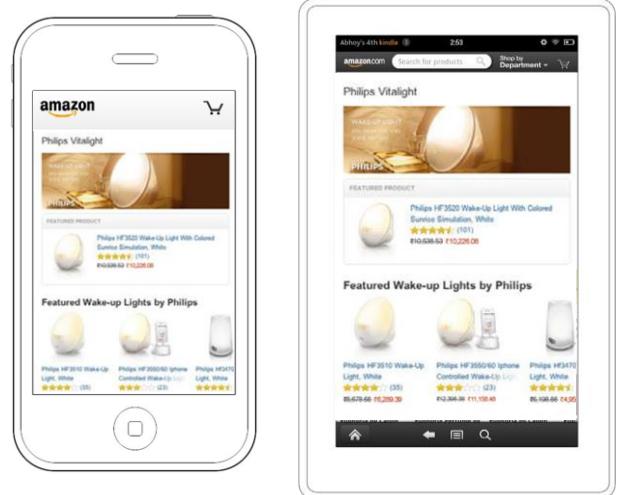
Minimum type size allowed:

Headlines: 26px/26pt

Fine print/trademark information: 15px/15pt (recommended)

Maximum amount of text allowed:

1 headline, 1 byline, 1 paragraph (3 lines), 1 line of fine print



✓ WILL BE PROCESSED



- ① Hero image contains minimal text
- ② Important text is 26px or larger
- ③ Fine print is 15px or larger

✗ WILL NOT BE PROCESSED



- ① Too much text
- ② Important text is smaller than 26px
- ③ Fine print is smaller than 15px